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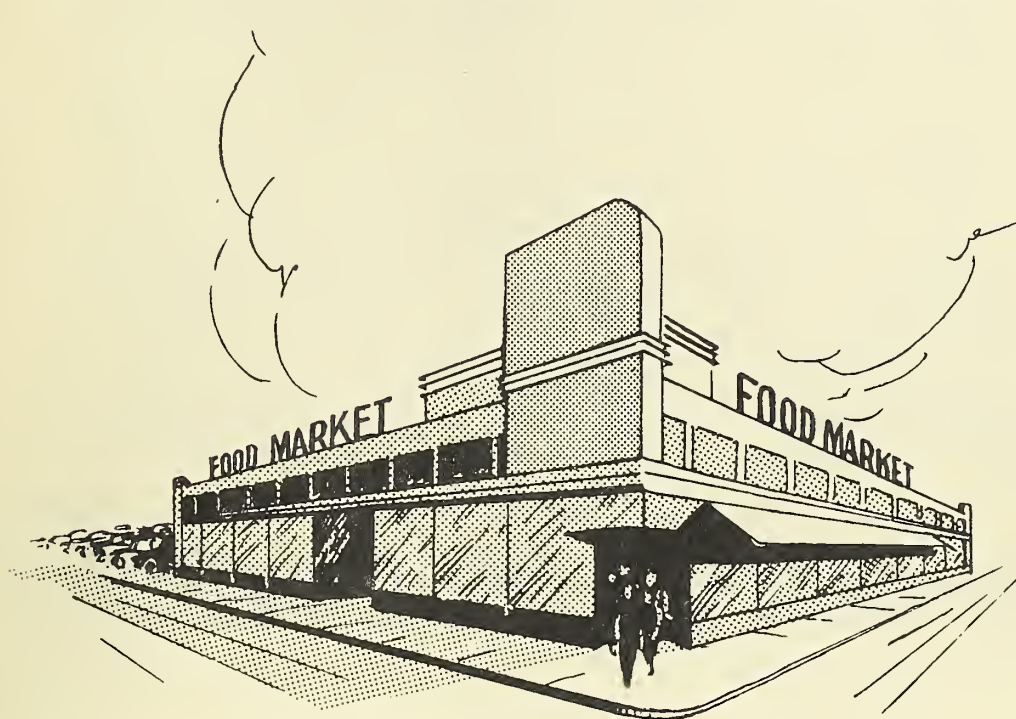
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Availability of Selected **FRUITS and JUICES** *in Retail Food Stores*

.....

AUGUST 1956

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UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

OCTOBER 1956

PREFACE

This report summarizes informaton on availability of certain fresh citrus fruits, and canned and frozen juices and ades in retail food stores in the United States during August 1956 compared with earlier survey months. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. For frozen juices availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets. Preceding reports in this series have presented similar information obtained from surveys issued at intervals of a few months starting with October 1948.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,900 retail stores distributed among the 5 regions indicated in figure 1. Within each of the regions, the sample is composed of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in figure 1, and (4) by size of city in which the store is located.

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Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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AVAILABILITY OF SELECTED FRUITS AND JUICES
IN RETAIL FOOD STORES

AUGUST 1956

SUMMARY

An audit of a national sample of retail food stores in August 1956 showed that the proportion of stores stocking fresh oranges and lemons was almost unchanged from August 1955.

About 73 percent of the Nation's retail food stores handled fresh oranges in August 1956 as compared with 74 percent in August 1955, and 73 percent in August 1954. Fresh lemons could be purchased in 83 percent of all food stores in August 1956, as compared with 82 percent of all stores in August 1955 and 1954.

Availability of frozen concentrated orange juice in retail food stores, as evidenced by the proportion of stores offering the juice, was up from August 1955. This increase was primarily a reflection of an increase in the proportion of small stores (under \$50,000 annual volume of business) stocking this product. Frozen concentrated orange juice was more readily available than a year earlier in all geographic regions.

The proportion of all retail food stores offering frozen concentrated pineapple juice for sale during August 1956 was up slightly from a year earlier. Although availability was at the same level or higher in all geographic regions, it ranged widely between regions, from 8 percent of all stores in the South offering the juice to 35 percent of all stores in the Northeast.

In August 1956, 58 percent of all retail food stores and 80 percent of stores equipped with freezer cabinets had frozen concentrate for lemonade for sale. For the month of August, this was a record high proportion of stores stocking this product.

As a result of a decline in the proportion of stores stocking frozen single-strength lemon juice, consumers found this product less available in August 1956 than in August 1955.

Frozen concentrate for orangeade was offered for sale in a slightly smaller proportion of the Nation's retail food stores in August 1956 than in August 1955. Regionally, availability increased slightly in the Pacific, but was unchanged or lower in other regions.

Customers could buy frozen concentrate for limeade during August 1956 in about the same proportion of retail food stores as in August a year earlier. The increase in the proportion of national chain stores offering this product was offset by the decreased availability in regional chains and independent food stores.

The proportion of United States retail food stores handling shelf-pack concentrated orange juice during August 1956 was down from the same month a year earlier as a result of a drop in availability in the Northeast and North Central regions. Availability in other regions was unchanged or slightly higher than in August 1955.

Both shelf-pack concentrate for orangeade and lemonade were stocked by a smaller proportion of the Nation's retail food stores during August 1956 than August of 1955.

While single-strength orangeade could be purchased during August 1956 in a larger proportion of stores than in August 1955, availability of single-strength lemonade was unchanged from this earlier period.

A slight increase in the retail availability of canned and bottled lemon juice was noted in August 1956 compared with August 1955. The decline in the proportion of stores offering lemon juice in the 5 1/2-ounce can was offset by the increased availability of lemon juice in other size containers.

Single-strength tangerine juice was available in about 7 percent of all retail food stores in August 1956 compared with 10 percent in August 1955. Availability was down in all regions except the Mountain-Southwest where it was unchanged.

FRESH CITRUS FRUIT

Fresh oranges could be purchased by consumers in about 73 percent of the retail food stores during August 1956 compared with 74 percent of all stores in August 1955, 73 percent in August 1954, and 76 percent in August 1953.

Of the retail food stores customarily handling fresh produce, 89 percent had fresh oranges for sale during August 1956, a slightly lower proportion than in August 1955, but equal to August 1954.

Availability of fresh oranges was down slightly from a year earlier in each of the three major types of retail outlets. However, fresh oranges were available in 98 percent of national and regional chain stores compared to 71 percent of the independent food outlets.

Regionally, availability of oranges was almost unchanged from August 1955, except in the South and Mountain-Southwest where it was slightly lower. Availability of fresh oranges was almost unchanged from a year earlier in New York City and Los Angeles but was down slightly in Chicago. Only 59 percent of all retail food stores in New York stocked oranges in August as compared with 92 percent in Chicago and 87 percent in Los Angeles (table 2).

About 83 percent of the retail food stores in the United States had fresh lemons for sale during August 1956--almost unchanged from a year earlier. Of the retail stores normally stocking fresh fruits and vegetables, only 3 percent did not have lemons for sale.

In August 1956 lemons continued to be more readily available in large retail stores than in small stores, ranging from 77 percent of all stores having an annual volume of business of less than \$50,000 to 98 percent of stores with an annual volume of business of \$300,000 and over.

The proportion of stores handling fresh lemons was up from August 1955 in the South and North Central regions, but availability in all other regions was unchanged or slightly lower than in August 1955 (table 3).

FROZEN JUICES AND ADES

Frozen concentrated orange juice was available during August 1956 in 64 percent of all retail food stores and in 89 percent of stores having freezer cabinets. Compared with a year earlier, this represents an increase of 5 and 4 percentage points, respectively. As in August during the three preceding years, frozen concentrated orange juice was almost universally stocked by stores having a \$300,000 and over annual volume of business. The increase in availability in August 1956 over a year earlier, therefore, was a result of an increase in the proportion of smaller stores handling, particularly stores having under \$50,000 annual volume of business.

Availability of frozen concentrated orange juice was unchanged from August 1955 in national chain food stores, but the proportion of regional chain and independent food stores handling this product increased. Frozen concentrated orange juice was more readily available than in August 1955 in all geographic regions (table 5).

Frozen concentrated pineapple juice was available to consumers in a slightly larger proportion of the retail food stores in August 1956 than in August 1955. Regionally increased availability was noted in all geographic regions except the Mountain-Southwest where availability was almost unchanged. There continued to be, however, a wide spread among regions in the proportion of stores handling--ranging from a low of 8 percent of all retail stores in the South to a high of 35 percent of all stores in the Northeast.

During August 1956, frozen concentrated pineapple juice could be found in 32 percent of retail stores with freezer cabinets, up 2 percent from August 1955 (table 5).

Consumers could buy frozen concentrate for lemonade in 58 percent of all retail stores--a record high--and in 80 percent of stores equipped with freezer cabinets in August 1956.

There was generally an increase in the availability of frozen concentrate for lemonade compared with a year earlier regardless of store size, management, or location. The most noticeable increase was shown in the Northeast where 69 percent of all retail food stores offered frozen concentrate for lemonade in August 1956 compared with 60 percent in August 1955, and in the South where the proportion of stores handling rose from 28 percent in August 1955 to 35 percent in August 1956 (table 6).

In August 1956 frozen single-strength lemon juice was handled by 13 percent of all retail food stores and 18 percent of those equipped with freezer cabinets. In both instances there was a decline in availability compared with August 1955. About the same proportion of chain food stores--national and regional chains combined--stocked lemon juice as in August 1955, but availability decreased in independent stores (table 6).

About 7 percent of all retail food stores and 9 percent of those equipped with freezer cabinets handled frozen concentrate for orangeade during August 1956. In both instances this represented a slightly smaller proportion of stores than in August 1955.

The decline in availability of frozen concentrate for orangeade was primarily the result of a smaller proportion of medium and small stores handling this product. A larger proportion of national chain stores stocked frozen concentrate for orangeade than in August 1955, but this product was carried by a smaller proportion of regional chain and independent food stores. Shoppers found orangeade in a slightly larger proportion of stores in the Pacific region, but availability in other regions was unchanged or lower than in August 1955 (table 7).

Householders could buy frozen concentrate for limeade in about the same proportion of retail food stores during August 1956 as in August 1955. There was a noticeable increase--from 57 percent in August 1955 to 71 percent in August 1956--in the proportion of national chain food stores handling frozen limeade. A decline in availability of this product in regional chains, however, tended to offset the increase in availability in national chains. During August frozen limeade was more readily available in stores located in cities with 10,000 to 500,000 population than in smaller or larger cities (table 7).

Shelf-pack concentrated orange juice could be purchased in only 8 percent of the Nation's retail food stores in August 1956 as compared with 11 percent in August 1955. The proportion of stores in which shelf-pack concentrated orange juice could be purchased in the Northeast and North Central regions was significantly lower than in August 1955. Availability in other regions, however, was unchanged or slightly improved compared with August 1955 (table 8).

Shelf-pack concentrate for orangeade was stocked by 24 percent of the retail food stores in August 1956, a slight decrease compared with August 1955. During August 1956, shelf-pack orangeade was offered by the same proportion of stores having under \$50,000 and \$300,000 and over annual volume of business as in August 1955. Availability, however, was lower than in August 1955 in stores with an annual volume of business ranging from \$50,000 to \$300,000. Regionally, availability increased compared with a year earlier only in the South; it was unchanged from August 1955 in the North Central region, and was lower in all others. Shelf-pack concentrate for orangeade was carried during August 1956 by only 4 percent of all retail food stores in Chicago, 24 and 36 percent of all New York City and Los Angeles stores carried it, respectively (table 8).

Availability of shelf-pack concentrate for lemonade in all retail food stores declined in August 1956, compared with August a year earlier. Availability of this product continued at about the same level as in August 1955 in regional chain food stores, but was lower in national chain and independent food stores. Availability was almost unchanged from August 1955 in the South and Mountain-Southwest, but was down somewhat in all other regions (table 8).

Single-strength lemonade was stocked by only 4 percent of the Nation's retail food stores during August 1956, unchanged from August 1955. Availability increased in the Northeast and Pacific regions but this was offset by a decline in availability in other regions (table 9).

Single-strength orangeade could be purchased in 36 percent of the Nation's retail food stores in August 1956 compared with 28 percent in August 1955. Orangeade in 46-ounce cans was stocked by 28 percent of all stores and in other can sizes by 17 percent of the retail food stores during August 1956. Compared with August 1955, availability of canned single-strength orangeade increased irrespective of store management, or annual volume of business (table 9).

CANNED JUICES

In August 1956, 55 percent of the Nation's retail food stores had canned and bottled single-strength lemon juice available for sale, a slightly larger proportion than in August 1955. A smaller proportion of stores than a year earlier stocked lemon juice in 5-1/2-ounce cans, but the proportion of stores stocking lemon juice in other than the 5-1/2-ounce cans increased.

Canned or bottled lemon juice was more readily available in August 1956 than in August 1955 irrespective of size of store or type of management. On a regional basis, however, availability increased only in the North Central or Pacific regions; in other regions it was unchanged or only slightly lower than in August 1955 (table 10).

Canned single-strength tangerine juice was available in only about 7 percent of all of the Nation's retail food stores in August 1956, as compared with 10 percent in August 1955. The proportion of food stores handling this product was down from a year earlier in all regions except the Mountain-Southwest where availability was unchanged. Tangerine juice could be found in about the same proportion of national chain food stores during August 1956 as a year earlier, but the proportion of regional chains and independent food stores handling this product was down materially.

Tangerine juice in the No. 2 and 46-ounce can was equally available in August 1956. Each size was stocked by 4 percent of all stores compared with 6 percent of all stores in August 1955 (table 11).

Figure I.-REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



Table 1.--Fruits and juices: Percentage of retail food stores having specified products available, August 1956 with comparisons

Products	August				
	1952	1953	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent
Fresh fruits:					
Oranges	74	76	73	74	73
Lemons	83	85	82	82	83
Canned juices:					
Tangerine	19	16	10	10	7
Lemon	52	55	53	53	55
Canned single-strength ades:					
Orangeade	27	21	23	28	36
Lemonade	9	6	6	4	4
Frozen concentrated juices:					
Orange	52	56	61	59	64
Pineapple	1/	23	20	20	23
Lemon 2/	11	21	19	15	13
Shelf-pack concentrated juices:					
Orange	41	4	10	11	8
Frozen concentrate for ades:					
Orangeade	11	12	9	8	7
Lemonade	42	51	54	53	58
Limeade	10	18	20	19	19
Shelf-pack concentrate for ades:					
Orangeade	1/	33	28	26	24
Lemonade	25	27	28	27	24

1/ Data not available.

2/ Frozen single-strength juice.

Table 2.--Fresh oranges: Percentage of retail food stores having oranges available, by store classification and location, August 1956 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	73	74	73	89	91	89
Volume of store business annually:						
Under \$50,000	64	63	63	85	86	84
\$50,000--\$99,999	88	90	86	94	96	92
\$100,000--\$299,999	91	95	96	94	97	98
\$300,000 and over	98	99	98	99	100	100
Type of store management:						
National chains	92	100	98	92	100	98
Regional chains ^{1/}	96	98	98	96	100	98
Independent groceries	72	72	71	89	90	88
Store location by city size, population:						
Under 10,000 ^{2/}	68	67	66	84	88	85
10,000--99,999	78	81	80	92	93	90
100,000--499,999	90	91	88	95	98	92
500,000 and over	72	73	75	94	93	96
Store location by region or city ^{3/} :						
Northeast	77	80	79	93	96	93
North Central	92	90	90	97	93	95
South	54	53	51	74	80	72
Mountain-Southwest	74	75	73	89	90	96
Pacific	90	92	93	96	96	96
New York City	55	58	59	97	95	94
Chicago	92	94	92	97	99	99
Los Angeles	86	87	87	97	97	99

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 3.--Fresh lemons: Percentage of retail food stores having lemons available, by store classification and location, August 1956 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	82	82	83	94	96	97
Volume of store business annually:						
Under \$50,000	75	75	77	92	93	96
\$50,000--\$99,999	94	94	91	98	98	96
\$100,000--\$299,999	96	95	97	99	97	99
\$300,000 and over	96	99	98	97	100	100
Type of store management:						
National chains	96	100	100	96	100	100
Regional chains ^{1/}	98	96	100	98	97	100
Independent groceries	81	81	82	94	95	97
Store location by city size, population:						
Under 10,000 ^{2/}	79	79	80	91	95	97
10,000--99,999	86	86	86	98	97	96
100,000--499,999	93	92	98	98	95	100
500,000 and over	80	79	80	97	95	96
Store location by region or city ^{3/} :						
Northeast	78	84	81	93	98	96
North Central	95	91	93	97	93	98
South	77	72	78	92	95	97
Mountain-Southwest	80	82	81	95	95	99
Pacific	91	95	95	96	98	97
New York City	63	65	67	100	96	94
Chicago	91	94	92	96	99	97
Los Angeles	88	91	88	96	100	98

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 4.--Frozen and shelf-pack concentrated juices and ades: Percentage of retail food stores having specified products available, by store classification and location, August 1956

Store classification and location	Frozen concentrated juices		Shelf-pack concentrated juice	Frozen single- strength lemon juice	
	Orange	Pineapple	Orange		
	Percent	Percent	Percent	Percent	
U. S. total	64	23	8	13	
Volume of store business annually:					
Under \$50,000	51	13	7	8	
\$50,000--\$99,999	85	29	6	17	
\$100,000--\$299,999	90	48	11	26	
\$300,000 and over	98	70	15	36	
Type of store management:					
National chains	97	61	14	26	
Regional chains 1/	95	54	12	27	
Independent groceries	62	21	8	12	
Store location by city size, population:					
Under 10,000 2/	54	15	10	12	
10,000--99,999	74	26	7	16	
100,000--499,999	76	34	7	18	
500,000 and over	73	34	5	12	
Store location by region or city 3/:					
Northeast	75	35	4	21	
North Central	80	30	13	18	
South	41	8	7	8	
Mountain-Southwest	59	17	11	12	
Pacific	78	27	7	8	
New York City	67	40	13	9	
Chicago	73	17	4/	3	
Los Angeles	84	41	5/	4	
	Frozen concentrate for ades		Shelf-pack concentrate for ades		
	Lemonade	Orangeade	Limeade	Lemonade	Orangeade
	Percent	Percent	Percent	Percent	Percent
U. S. total	58	7	19	24	24
Volume of store business annually:					
Under \$50,000	43	3	10	15	16
\$50,000--\$99,999	80	9	23	26	30
\$100,000--\$299,999	86	10	37	48	38
\$300,000 and over	98	32	67	66	64
Type of store management:					
National chains	98	29	71	57	58
Regional chains 1/	93	25	46	68	60
Independent groceries	55	5	17	21	22
Store location by city size, population:					
Under 10,000 2/	46	4	13	23	25
10,000--99,999	70	9	26	24	25
100,000--499,999	71	11	32	30	31
500,000 and over	67	9	21	21	17
Store location by region or city 3/:					
Northeast	69	14	26	30	23
North Central	73	8	22	37	38
South	35	4/	10	10	14
Mountain-Southwest	54	3	25	21	22
Pacific	66	5	19	29	38
New York City	61	15	15	29	24
Chicago	71	5	18	9	4
Los Angeles	83	4/	28	27	36

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{4/} Insufficient data for analysis.

^{5/} Information not available.

Table 5.--Frozen concentrated orange and pineapple juices: Percentage of retail food stores having specified products available, by store classification and location, August 1956 with comparisons

Store classification and location	Frozen concentrated orange juice						Frozen concentrated pineapple juice					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	61	59	64	92	85	89	20	20	23	30	30	32
Volume of store business annually:												
Under \$50,000	47	44	51	88	78	84	9	11	13	18	20	21
\$50,000--\$99,999	82	81	85	93	92	93	29	31	29	33	35	32
\$100,000--\$299,999	91	88	90	98	94	97	48	38	48	52	41	51
\$300,000 and over	100	99	98	100	99	98	66	65	70	66	65	70
Type of store management:												
National chains	97	97	97	100	100	99	67	54	61	69	55	62
Regional chains 1/	93	90	95	100	92	97	55	46	54	59	47	55
Independent groceries	58	57	62	91	85	88	17	19	21	27	28	30
Store location by city size, population:												
Under 10,000 2/	49	48	54	90	82	88	13	12	15	24	21	25
10,000--99,999	71	69	74	91	86	90	24	25	26	30	32	32
100,000--499,999	76	69	76	90	86	90	32	29	34	37	36	40
500,000 and over	70	70	73	96	91	91	26	30	34	35	39	42
Store location by region or city 3/:												
Northeast	70	68	75	95	91	95	29	33	35	39	44	44
North Central	78	77	80	94	89	96	25	24	30	30	27	35
South	36	33	41	85	71	76	6	6	8	14	13	14
Mountain-Southwest	55	57	59	88	86	86	16	18	17	26	28	25
Pacific	73	69	78	85	88	91	29	19	27	33	24	31
New York City	61	64	67	99	94	96	28	34	40	45	50	57
Chicago	83	72	73	97	83	84	23	20	17	27	23	20
Los Angeles	89	84	84	94	89	92	29	28	41	30	30	45

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 6.--Frozen concentrate for lemonade and frozen single-strength lemon juice: Percentage of retail food stores having specified products available, by store classification and location, August 1956 with comparisons

Store classification and location	Frozen concentrate for lemonade						Frozen single-strength lemon juice					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	54	53	58	82	76	80	19	15	13	29	22	18
Volume of store business annually:												
Under \$50,000	39	37	43	75	65	71	14	10	8	27	18	13
\$50,000--\$99,999	77	77	80	87	88	88	26	21	17	29	24	19
\$100,000--\$299,999	85	83	86	91	90	92	31	27	26	34	29	28
\$300,000 and over	94	94	98	94	94	98	39	33	36	39	33	36
Type of store management:												
National chains	88	89	98	90	92	100	22	27	26	22	28	27
Regional chains 1/	84	88	93	91	89	94	37	26	27	40	27	28
Independent groceries	52	50	55	81	75	79	18	15	12	29	22	17
Store location by city size, population:												
Under 10,000 2/	42	42	46	77	73	75	14	11	12	26	20	19
10,000--99,999	65	60	70	83	75	86	28	22	16	36	28	20
100,000--499,999	70	63	71	83	78	84	27	19	18	31	23	21
500,000 and over	63	64	67	87	83	83	19	16	12	26	21	15
Store location by region or city 3/:												
Northeast	63	60	69	86	80	87	30	24	21	41	31	26
North Central	72	71	73	87	82	87	24	20	18	29	23	21
South	30	28	35	71	60	64	12	9	8	28	19	14
Mountain-Southwest	48	50	54	77	75	78	14	13	12	22	19	18
Pacific	61	65	66	72	82	77	17	10	8	20	13	9
New York City	53	56	61	86	83	87	8	17	9	13	25	12
Chicago	75	69	71	88	79	81	21	5	3	25	6	4
Los Angeles	81	79	83	86	84	90	6	4	4	6	4	4

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 7.--Frozen concentrates for ades: Percentage of retail food stores having specified products available, by store classification and location, August 1956 with comparisons

Store classification and location	Frozen concentrate for orangeade						Frozen concentrate for limeade					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	9	8	7	14	12	9	20	19	19	31	28	27
Volume of store business annually:												
Under \$50,000	5	4	3	10	7	5	11	11	10	20	19	16
\$50,000--\$99,999	12	11	9	14	13	10	29	25	23	33	28	26
\$100,000--\$299,999	20	16	10	22	17	10	47	39	37	51	42	40
\$300,000 and over	31	32	32	31	32	32	62	67	67	62	67	68
Type of store management:												
National chains	35	26	29	36	27	30	45	57	71	46	59	73
Regional chains 1/	26	26	25	28	27	26	56	55	46	60	56	47
Independent groceries	8	7	5	13	10	8	18	17	17	29	25	24
Store location by city size, population:												
Under 10,000 2/	6	6	4	12	10	6	15	15	13	28	26	21
10,000--99,999	13	9	9	16	11	11	23	21	26	30	27	32
100,000--499,999	11	13	11	13	16	12	32	25	32	38	31	37
500,000 and over	13	11	9	17	15	11	24	24	21	32	31	26
Store location by region or city 3/:												
Northeast	17	14	14	23	19	18	21	25	26	28	34	32
North Central	11	11	8	14	13	9	32	24	22	39	27	26
South	3	2	4/	7	4	4/	9	11	10	21	23	19
Mountain-Southwest	7	8	3	11	12	5	23	21	25	36	32	37
Pacific	6	3	5	6	3	5	18	18	19	21	22	22
New York City	18	18	15	30	26	21	19	19	15	30	29	21
Chicago	8	4	5	10	5	6	46	21	18	54	25	21
Los Angeles	1	2	4/	1	2	4/	22	22	28	23	23	30

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

4/ Insufficient data for analysis.

Table 8.--Shelf-pack concentrated orange juice and concentrates for ades: Percentage of retail food stores having specified products available, by store classification and location, August 1956 with comparisons

Store classification and location	Shelf-pack concentrated orange juice			Shelf-pack concentrate for					
				Orangeade			Lemonade		
	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	10	11	8	28	26	24	28	27	24
Volume of store business annually:									
Under \$50,000	7	9	7	18	16	16	20	19	15
\$50,000--\$99,999	16	11	6	41	35	30	37	31	26
\$100,000--\$299,999	17	10	11	48	50	38	43	44	48
\$300,000 and over	17	30	15	73	64	64	67	71	66
Type of store management:									
National chains	26	18	14	64	56	58	61	67	57
Regional chains 1/	19	24	12	69	74	60	70	69	68
Independent groceries	10	10	8	26	23	22	25	24	21
Store location by city size, population:									
Under 10,000 2/	9	11	10	28	24	25	23	23	23
10,000--99,999	10	9	7	26	26	25	26	27	24
100,000--499,999	16	13	7	41	35	31	43	36	30
500,000 and over	10	9	5	26	25	17	32	30	21
Store location by region or city 3/:									
Northeast	11	11	4	34	31	23	37	35	30
North Central	16	17	13	40	38	38	39	42	37
South	5	6	7	16	12	14	12	11	10
Mountain-Southwest	10	10	11	26	27	22	20	20	21
Pacific	12	7	7	40	39	38	37	33	29
New York City	17	13	13	21	26	24	23	28	29
Chicago	6	14	4/	14	12	4	39	24	9
Los Angeles	9	3	5/	37	30	36	31	23	27

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

4/ Insufficient data for analysis.

5/ Information not available.

Table 9.--Canned single-strength lemonade; and canned orangeade by container size: Percentage of retail food stores having specified product available, by store classification and location, August 1956 with comparisons

Store classification and location	Single-strength lemonade			Single-strength orangeade								
	46-ounce can			Other can sizes			Total					
	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	6	4	4	17	21	28	10	14	17	23	28	36
Volume of store business annually:												
Under \$50,000	5	4	3	10	14	17	8	12	17	16	20	27
\$50,000--\$99,999	7	3	5	21	25	38	15	17	14	32	34	44
\$100,000--\$299,999	8	4	9	33	35	48	14	20	24	39	44	55
\$300,000 and over	9	11	11	55	69	73	18	24	25	62	73	77
Type of store management:												
National chains	2	2	1/	38	55	68	15	19	22	43	65	70
Regional chains 2/	14	11	19	56	64	64	20	24	34	62	67	73
Independent groceries	5	4	4	15	18	26	10	14	16	21	26	34
Store location by city size, population:												
Under 10,000 3/	3	3	3	18	23	29	9	13	18	23	29	38
10,000-99,999	9	7	8	20	17	29	11	14	18	28	26	38
100,000-499,999	7	5	6	25	30	38	15	16	22	33	37	46
500,000 and over	7	4	4	7	15	20	10	16	14	15	24	27
Store location by region or city 4/:												
Northeast	11	8	11	15	15	26	9	14	20	21	27	36
North Central	6	5	3	21	30	34	13	11	12	32	34	42
South	3	2	1/	15	19	26	10	16	24	20	26	37
Mountain-Southwest	4	3	2	21	30	32	10	18	20	26	33	39
Pacific	1	2	8	26	26	30	6	11	6	29	30	34
New York City	2	6	1/	2	6	16	12	22	12	13	24	23
Chicago	3	1	1/	10	6	19	6	2	1/	11	7	20
Los Angeles	2	3	6	7	12	27	12	10	10	16	21	34

1/ Insufficient data for analysis.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 10.--Canned single-strength lemon juice by container size: Percentage of retail food stores having specified product available, by store classification and location, August 1956 with comparisons

Store classification and location	5-1/2-ounce can			Other 1/			Total		
	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	31	29	28	32	35	37	53	53	55
Volume of store business annually:									
Under \$50,000	22	21	20	23	25	26	42	41	42
\$50,000--\$99,999	40	35	34	42	44	47	66	67	71
\$100,000--\$299,999	54	45	44	57	58	63	81	78	82
\$300,000 and over	68	67	60	69	75	78	92	91	92
Type of store management:									
National chains	67	62	74	65	83	76	94	94	96
Regional chains 2/	62	60	55	58	62	75	79	82	90
Independent groceries	29	27	26	31	32	35	51	51	53
Store location by city size, population:									
Under 10,000 3/	26	23	21	30	30	32	47	45	47
10,000-99,999	35	35	36	35	37	39	57	59	61
100,000-499,999	43	37	45	29	37	32	57	59	60
500,000 and over	33	32	28	38	42	50	59	62	67
Store location by region or city 4/:									
Northeast	41	43	32	35	34	38	63	63	60
North Central	38	29	41	58	53	55	78	66	77
South	15	12	10	12	20	20	24	29	28
Mountain-Southwest	29	32	32	21	24	25	44	49	49
Pacific	47	47	55	27	35	34	63	70	74
New York City	34	32	21	39	44	57	58	61	66
Chicago	14	21	4	57	54	66	60	61	69
Los Angeles	77	70	77	49	53	55	89	89	89

1/ Includes glass containers.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 11.--Canned single-strength tangerine juice by container size: Percentage of retail food stores having specified product available, by store classification and location, August 1956 with comparisons

Store classification and location	No. 2 can			46-ounce can			Total 1/		
	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956	August 1954	August 1955	August 1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	5	6	4	6	6	4	10	10	7
Volume of store business annually:									
Under \$50,000	2	4	3	3	2	2	6	5	4
\$50,000--\$99,999	6	5	5	4	7	4	9	12	8
\$100,000--\$299,999	13	10	8	13	15	10	23	22	16
\$300,000 and over	23	23	14	31	34	18	40	45	28
Type of store management:									
National chains	12	17	8	33	17	22	34	26	25
Regional chains 2/	33	15	13	33	36	21	48	42	28
Independent groceries	4	5	4	4	5	3	8	9	6
Store location by city size, population:									
Under 10,000 3/	4	6	4	5	7	4	10	11	7
10,000--99,999	7	6	4	7	7	6	11	12	9
100,000--499,999	5	5	6	8	7	7	12	10	11
500,000 and over	6	6	4	3	3	2	8	8	5
Store location by region or city 4/:									
Northeast	7	6	5	7	5	4	12	11	9
North Central	6	5	4	9	10	7	14	15	10
South	3	6	4	4	6	3	7	9	5
Mountain-Southwest	4	4	4	7	8	6	9	10	10
Pacific	6	7	5	2	2	5/	8	10	6
New York City	7	5	5	1	1	5/	7	6	6
Chicago	5/	1	5/	1	2	5/	2	3	5/
Los Angeles	6	6	6	6/	6/	6/	6	6	6

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

5/ Insufficient data for analysis.

6/ Information not available.

